

**CITY OF EAU CLAIRE
PLAN COMMISSION MINUTES**

Meeting of December 3, 2012

City Hall, Council Chambers

7:00 p.m.

Members Present: Messrs. Kayser, Duax, Weld, Larson, Pearson, Strobel, Ms. Mitchell and Ms. Ebert

Staff Present: Messrs. Tufte, Reiter, Genskow, Ivory

The meeting was chaired by Mr. Kayser.

1. **Rezoning (Z-1518-12) – R-1 to R-2, I-94 and Cameron Street**

Mr. Tufte reported that the applicant has submitted a letter withdrawing his application for the rezoning. Mr. Kayser accepted the report and asked if there were any public citizens who came to testify on this item. No one appeared for comment. The item will be reported as withdrawn to the City Council.

2. **CONDITIONAL USE PERMIT (CZ-1219) – Message Center Sign, 2109 Highland Avenue**

Wisco Signs and the Consumers Coop Association have submitted a request to install an electronic message center sign at 2109 Highland Avenue that would be within 100 feet of the traffic signal located at the intersection of Highland Avenue and South Hastings Way. Mr. Ivory noted that the proposed 4'2" x 7'4" (30.6 sq. ft.) message center sign would be added to an existing ground sign for the convenience store. The existing sign structure is located approximately 67 feet from the closest traffic signal on the southeast corner of the intersection. The Plan Commission approved a similar permit in 2009 for a message center sign. The request was approved with two conditions but was never installed. The Consumers Coop now wishes to proceed with the project and install the sign.

Mike Buck, representing Consumers Coop Association, spoke in support. No one appeared in opposition.

Mr. Weld moved to approve the request with the two conditions in the staff report. Mr. Pearson seconded and the motion carried. Messrs. Strobel, Duax and Kayser voted no.

3. **CONDITIONAL USE PERMIT (CZ-1220) – Message Center Sign, 539 Water Street**

Wisco Signs and Indianhead Oil Company is also within the Water Street Sign District. Mr. Ivory indicated that the proposed 4'1" x 7'5" (30.3 sq. ft.) message center sign would replace an existing manual reader board. The existing setbacks for the sign were approved by a variance in 1993. Because of the proximity of the sign to the street and residential dwellings in the vicinity, the staff recommends that scrolling signs not be allowed and display time be one minute.

Mike Buck, Consumers Coop, spoke in support. He stated that this type of message center will be placed on their company's convenience centers signs.

Helene Smiar, 320 Broadway Street and Chair of the Randall Park Historic District, spoke in opposition. She stated that the steering committee held a meeting and discussed the request and voted to urge denial based on their primary concern for safety for pedestrian and bicycle traffic along the street.

Joel Mickelson, 701 Water Street, also spoke in opposition. He stated that he attended the meeting and for the same reasons as mentioned he urged denial.

Mr. Pearson moved to approve the request with the two conditions listed in the staff report. Ms. Mitchell seconded and the motion carried. Messrs. Strobel, Duax and Kayser voted no.

4. FINAL PLAT (P-3-12) – Grover Woods

Real Land Surveying has submitted the final plat for Grover Woods located at the northwest corner of Grover Road and Ellis Street. The plat creates 7 lots for single-family development and is consistent with the preliminary plat as approved by the Plan Commission.

Mr. Weld moved to recommend approval. Mr. Duax seconded and the motion carried.

5. SITE PLAN (SP-1237) – Five Star Plastics, 1339 Continental Drive

Robert Johnson has submitted a site plan for an addition with parking for Five Star Plastics at 1339 Continental Drive in Sky Park. The site plan shows a 25,211 square foot addition to the east wall of the existing building. The parking for the facility is also expanded with a new parking lot to the east of the addition. The review committee for the Sky Park property owners met today and supported the project. The parking lot to the east may not be built for several years yet based on employee numbers. Mr. Tufte noted that the site plan will need to be modified to eliminate the 12 new front yard parking stalls which are not allowed by covenants. He also noted that the rear screening along Grover Road will need to be modified to show the required screening to the rear of the building as previously approved by the Plan Commission.

Mr. Wayne Hanson, 3701 Forest Knoll Drive, spoke in opposition. He stated that this company has been a poor neighbor. In the past they had noisy air dryers on the side of the buildings and their construction crews used Grover Road for access to construction. He also objected to the painting of the rear of the building white instead of earth tone.

Mr. Larson moved to table consideration of the site plan until the applicant can appear and respond to previous site plan issues. Mr. Duax seconded and the motion carried.

6. DISCUSSION

A. West Riverside District Plan – Down Zoning

Mr. Tufte presented for discussion a proposal to move forward on a possible down zoning of residential areas with existing single-family homes and duplexes from the recommendations of the West Riverside District Plan. Most of the area under consideration is zoned R-3 or R-4 and is the last of the “concentric circle” zoning that was established in 1955 around the downtown area. Other neighborhoods near the downtown have been down zoned consistent with the existing uses or neighborhood plans for the areas. Staff would like to begin the process this winter and hope to

Plan Commission Minutes
Meeting of December 3, 2012
Page 3

include interested residents in the process. There is a lack of neighborhood organization within this area. Staff will contact residents to encourage participation and explain the proposal.

B. December meeting schedule.

Due to the holiday cancelation of City Council meetings and the normally scheduled meeting on December 31, 2012, staff suggested the cancelling of that meeting. Plan Commission will hold its next meeting on December 17, 2012, and the first meeting of the next year will be held January 14, 2013.

7. MINUTES

The minutes of the meeting of November 19, 2012, were approved.

Tom Pearson
Secretary